

How to Tell a Captivating Sustainability Story

A New Era of Affordable, Live-Action Video

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Your organization is embarking on a sustainability journey. You've established aggressive sustainability goals, and you want to tell the world—but how do you do it in an engaging way? This article explains how: affordable, high-quality video.

The case for video

Telling your sustainability story is challenging because it spans your organization, addresses many audiences, and is often misunderstood. Analysts agree that video is the most compelling medium to engage audiences on complex topics:

- According to a [2023 Inovia marketing report](#), “Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.”
- According to a [Hyperise blog post on video marketing](#), “Videos can help prospects absorb a lot of information in a short period of time.”
- According to a [Grazitti Interactive blog post](#), “Video content gives viewers the best chance of retaining information, as they are more likely to retain more if they receive it in a visually compelling way.”

A [Leonardo Worldwide blog post](#) sums it up: “If a picture is worth a thousand words, then video is priceless.”

But isn't video expensive?

The traditional knock on custom video is its high cost. Filming live-action video in the field requires specialized equipment and lighting, involves complicated logistics, and seems to take forever. However, the alternatives to dynamic live-action video—whiteboard animation, talking head videos, and cartoon videos—have become passé and may actually drive away viewers.

Is use of stock video or B-roll clips in your video a viable alternative? Until recently, most professionals viewed this content with skepticism. Video clip quality was inconsistent and trite. The



limited selection of clips made locating relevant content difficult. What's more, the best video clips were re-used seemingly everywhere, cheapening your video if you used them.

What has changed?

Today, videographers worldwide are shooting everything under the sun and selling zillions of high-quality 15-second clips to video libraries. These video banks, in turn, are aggregating the clips from many sources and making them available royalty-free to business video makers. As a result, vast online libraries of high-definition, inexpensive live-action stock video clips have emerged *in almost every major business field*.

The key to making an affordable, compelling sustainability video is to creatively and effectively tap into this treasure trove of video content that has recently become available.

Putting it all together

Our recommended approach for constructing a compelling sustainability video includes the following:

- Creatively selecting and using the most applicable and compelling stock video clips
- Weaving in business-, product-, or client-specific photos using pan-and-scan to give the illusion of movement
- Leveraging knowledge of the subject matter
- Using imaginative storytelling, including visual metaphors, a punchy voiceover, and a musical background

Your sustainability video

Following are examples of how this video approach can help you address the most often cited pillars of sustainability:

- You can cover the **environmental** part of your sustainability goals and efforts using video clips from nature, water resources, land use, air quality, climate change, extreme weather, outdoor activities, wildlife, and the planet Earth—integrated with videos that represent your organization's activities.
- You can convey the **economic** part of sustainability with clips connoting industrial and organizational productivity, people in synchronized motion, transactional imagery, timelapses of day/night activity, supply chain flow, transportation movement, and business prosperity—again combined with what your organization produces or delivers.
- The **social and cultural** pillar of sustainability emphasizes people, especially those engaged in activities outside of work. This can include clips on the diversity of peoples and their families, communities, and geography, along with tribal beliefs and how they interact with customs and traditions. The video can then link these to your organization's field and show diverse people at work.
- A potential fourth sustainability pillar to consider is the **resilience** of your organization's sustainability plan to unforeseen environmental and business challenges that arise. Examples

of resilience clips include regrowth of vegetation after a wildfire, people engaging in strenuous outdoor activities against the elements, leaders rising above adversity, wildlife migrations, and other metaphors for hardening against difficulties and rapidly recovering from them.

The next step

[Hoffman Power Consulting](#) hones these leading practices to create affordable live-action video. With our 35 years of experience in the electric power, energy, and environment fields, our talented video producers are ready to tell your sustainability story (at a fraction of the cost of traditional video production approaches). To learn more, contact us at info@hoffmanpowerconsulting.com or (408) 710-1717.